

EAST POINT

Redevelopment Project

POMERANCE & BREINES
ARCHITECTS, P. C. / 30 E. 42nd ST. N. Y. 10017



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East Point Associates

Pomerance & Breines

Hart • Krivatsy • Stubee

Joel Schenker

Marvin Levine

Larry Smith & Company

**Gibbons, Green,
Laupheimer & Rice**

Sponsors

Project Architect

Planning Consultants

Development Consultant

Economic Consultant

Real Estate Consultant

Financial Consultants

Report prepared by Hart-Krivatsy-Stubee

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Introduction

This is a proposal to create a new residential community of 65,000 persons on the East River directly opposite mid-town Manhattan; renew surrounding industrial areas to increase employment by 5,000 industrial jobs; create 2,300 new service jobs; and revitalize an existing residential community of 4,500 persons. The project is called East Point. It will transform 310 acres of underutilized but particularly choice waterfront land into a city-within-the-city equal in size to Joliet, Illinois, the 256th largest city in the country.

The project takes on added significance as the first large scale urban development project to be undertaken by a leading investment banking firm. Hopefully, this project will be the forerunner of active participation by the country's major sources of investment capital in the solution of urban problems.

The purpose of the proposal is to enlist City support for the project. No direct financial assistance is contemplated. However, the City's power to assemble land through unassisted urban renewal and to rezone for residential use is essential to the concept.

"East Point" was derived from East River which it borders and Hunters Point which it includes.

Location

The proposed site is a mixed industrial area on the river between the Queensboro Bridge and Newtown Creek in the Hunters Point section of Queens. The area has superior access to mid-town via the bridge, the Midtown Tunnel and three subway lines. Pas-

senger ferry service across the river to 42nd Street also appears to be feasible. It's potential as a residential area is further enhanced by its waterfront location, its sweeping view of the UN complex and mid-town skyline, and its physical proximity to the heart of Manhattan. It is one subway stop from Grand Central Station.

History

The idea for a residential community on this site was originally proposed in 1946 by Pomerance & Breines and their associates. At that time, the brochure advancing the concept described the area as follows:

"The site is poorly developed and run-down, a typical blighted area of mixed occupancy--slum housing, ramshackle warehouses and factories, junk yards and vacant land. The area was never intensively used for industry... New York cannot afford to continue to extend itself on the periphery while large central areas remain relatively vacant and unproductive".

Today, 23 years later, little has happened to change that description. In 1969 the East Point area, despite its advantageous location, is still relatively under-developed and unproductive in terms of the larger City. East Point has always been zoned as a manufacturing district. This zoning has prevented the development of more suitable uses, while industrial activity in the City was declining. On the other hand, the suspension of natural development has preserved the availability of East Point and increased its readiness for development.



The Project

The majority of the 18,000 residential units is intended for middle income families, with an equal balance of other units for high and low income families--perhaps 25% of each. The residential community would include its own community services, parks, cultural and recreational facilities, schools and shopping. It is proposed to group the required intermediate and high school facilities into an educational park with shared athletic spaces services and special instructional facilities.

The entire project would be planned and designed as a single community with special attention devoted to the creation of a superior urban environment. The community would focus on an existing canal to be used as a marina and ferry landing, surrounded by specialty shops and restaurants. Two pedestrian shopping malls would extend from the canal area to the major subway stations. Lined with shops and community services, the pedestrian walks would be separated from vehicular traffic as much as possible. The waterfront would be designed for public access, all the way from Queensbridge Park on the north to Newtown Creek on the south. In some places this might be only a promenade, in others it would open into large green parks.

Within the limits of financial reality, East Point would be designed with the greatest possible degree of community amenity. Because of the scale of the project and their commitment to limited returns, the sponsors are confident that East Point could set a new standard for residential character in New York City.

This bold concept carries many obligations as well as opportunities -- obligations to the 6,200 existing residents; to the 17,000 industrial job holders; and to the 250 firms now located in Hunters Point. This proposal is directed at meeting these obligations in a responsible way:

○ First, the residential redevelopment project boundary has been drawn in a way that



minimizes dislocation of existing residents and important industries to the extent that is consistent with creation of a viable residential community. Only 1,700 residents and 6,800 industrial jobs are actually located in the residential redevelopment area.

- Second, the industrial renewal project boundaries have been drawn to protect the largest possible number of important industries and offer the opportunity to improve their environment and ability to function and expand.
- Third, the existing residential areas will be protected and improved by rezoning; rehabilitation financing; provision of a full range of



location of an additional 700 jobs elsewhere in the City. It is assumed that satisfactory relocation arrangements can be negotiated with the City (700 jobs) and the Pepsi Cola Company (the largest employer with 1,100 jobs). There is no planned relocation assistance for only 450 jobs which do not come close to meeting the various City criteria: wages paid, density of land use, minority employment and other factors.

The residential project would encompass 192 acres including streets, open space, schools and shopping. The more desirable waterfront areas would be built to a density of about 200 units per acre (R-8 zoning density) and the remainder at a medium density of about 100 units per acre (R-6 zoning density). In many areas multiple use would be made of the land--for parking, commercial and residential activities or parking and open space.

The two industrial areas encompass a total of 118 acres and 6,800 existing jobs. Almost 12,000 industrial jobs will be added in these areas -- 5,000 in the new Daily News plant to be constructed on Newtown Creek and 6,900 on available renewal sites. An important objective of the entire project is to create a suitable environment for major employers such as the Daily News. An additional 2,300 new retail and service jobs will be created to serve the new residents.

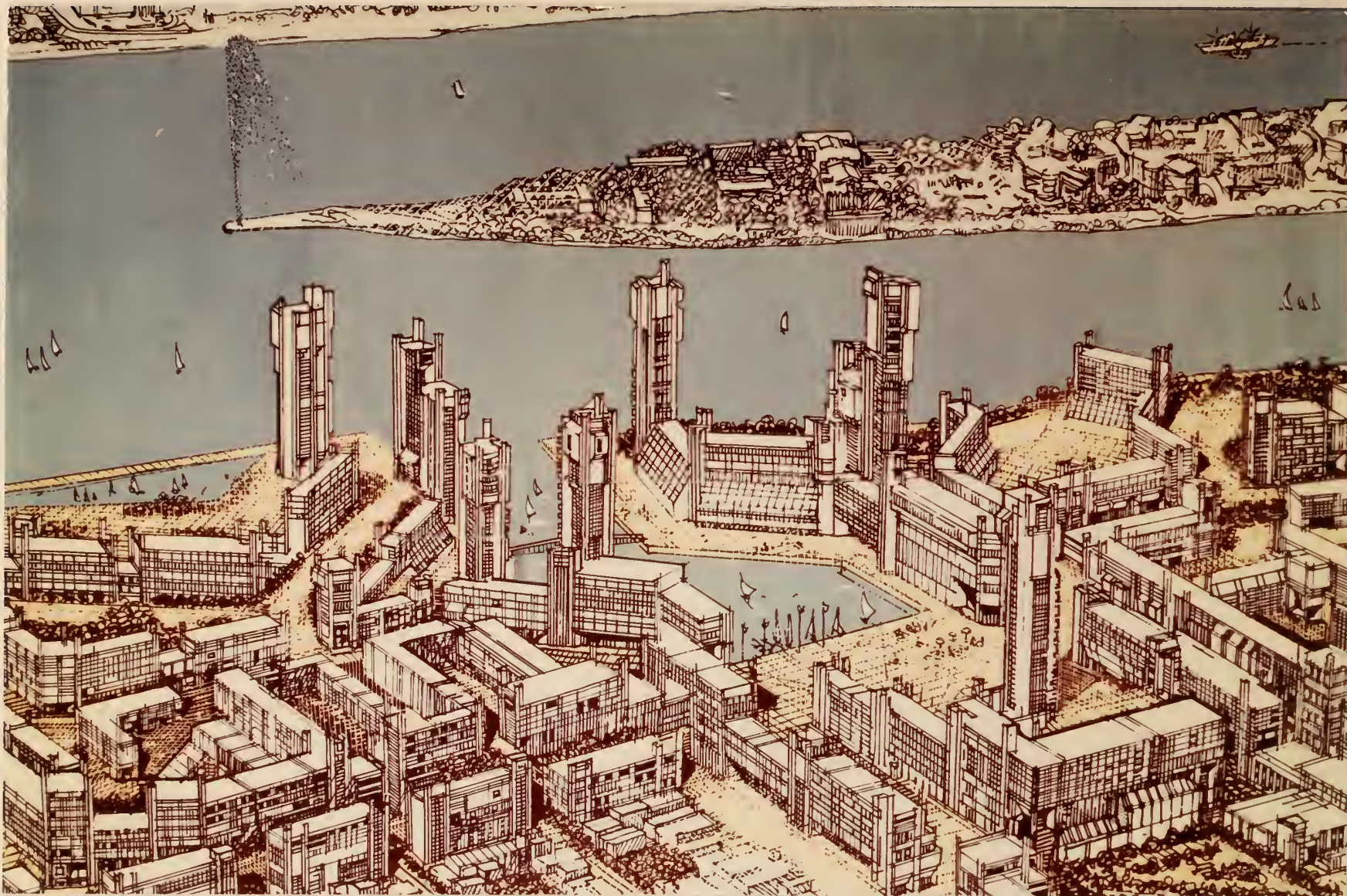
community services, facilities and shopping; and preparation of detailed plans for neighborhood improvements. Only scattered houses and the more dilapidated tenements that front on Vernon Boulevard will be torn down.

- Fourth, the sponsors will undertake to assist the relocation of the more desirable industries within East Point and to assist in the relocation of desirable heavy industries elsewhere in the City. Industrial relocation activities would be subsidized by income generated by retail space within the project. It is proposed to relocate over 3,300 of the existing jobs in new high density structures within East Point and to assist in the re-

New building methods

East Point has the appropriate size and location to take advantage of large-scale construction methods. The huge volume of work lends itself to the pre-fabrication of component parts and to assembly-line techniques. And the East River frontage makes possible economical delivery of materials by water.

East Point will be built in phases. This will insure continuity of employment over a period of years for thousands of construction workers as well as ideal conditions for on-job training of apprentices.



Community facilities

Major shopping facilities would center on the end of the canal at Vernon Boulevard and 45th Avenue. The frontage along the canal would be developed as specialty shops, restaurants, professional offices, community facilities and public open space. Here, at the focus of activity, the community center should be located. It might include, for example, a library, health facilities, space for public assembly, and perhaps a senior citizens center. An educational

park consisting of a high school and the equivalent of two intermediate schools would be built in the northern part of the project. Supplementary facilities for community use would be located within this park complex--recreation areas, a community theater, and provision for after-school adult education programs. Three or four elementary schools would be built in close proximity to each sub-area of the project. The open space in the community will be designed to provide areas for many kinds of outdoor activities--tot lots, playgrounds, playfields, and quiet places away from traffic where people can sit and relax.

Phase I

The first phase of East Point will include 7,300 residential units, a commercial corridor extending from the residential area to the subway and a new industrial facility.

Phase I housing will be erected primarily along the river north of 44th Drive. The present plan calls for the 7,300 units to be divided as follows: 1,900, or 26%, will be for lower-middle income families under Title 236 with rentals of approximately \$ 34 per room; 3,000, or 41% will be for middle income families under the state Mitchell-Lama law with rentals of approximately \$55 per room; and the remaining 2,400 apartments, representing 33%, will be luxury units under FHA 220 at rentals of approximately \$110 per room. A slightly higher percentage of upper income units is included in Phase I because of its waterfront location. Up to 20% of the Title 236 and Mitchell-Lama units could be made available to low income families through the various rent subsidy programs.

Land will be made available in the first phase for schools, a library, houses of worship and other community needs and the waterfront will be developed for public use in accordance with the over-all plan.

The first phase of industrial development calls for the construction of a multi-use building of 1,500,000 square feet south of 49th Avenue, on the Cincere site. The building will be suitable for a variety of light and heavy manufacturing purposes as well as for back office operations. Present plans include truck ramps to serve each level of the structure, thereby eliminating the problem of freight elevators. A part of the new building will provide space for firms displaced from the residential areas of the project.

Both the new residential and new industrial construction in Phase I take advantage of "soft" sites--those that are most readily available for early development.

Residential Room Distribution & Rent

Financing	% of Total	# Apts	# Rms.	Rent/Rm
FHA 236	27%	1,900	9,500	\$34./mo
Mitchell-Lama	40%	3,000	13,500	\$55./mo
FHA 220	33%	2,400	11,280	\$110./mo

Industrial Relocation Development

(Cincere Site)

17 acres approx. 750,000 sq.ft.
Permitted F.A.R. 2

Total Available Floor Area 1,500,000 sq.ft.

Assume cost of \$15/sq.ft. to include site development for parking (700 cars).

Assume Land Costs @ \$3/ft. \$2,250,000.
Construction Costs @ \$15/ft. \$22,500,000.
\$24,750,000.
\$25,000,000.

Assume 90% mortgage available under some sort of industrial Mitchell-Lama Financing and limited profit company.

\$25,000,000. @ 6.5% = \$1,625,000.

Yearly cost without taxes, maintenance or operation; a net rental to tenants @ about \$1.10/ft. for bare space. Taxes, Operating Cost and all interior installation at tenants expense.

Financing

The basic method of implementation will be unassisted from the City.

Financing of residential areas will be through established FHA and HUD programs, such as Sections 220 and 236 of the Federal Housing Act and under the state Mitchell-Lama law. The size and significance of the project creates the possibility of wholly new approaches to Federal and State financing that might result in lower residential rents. The details of organization, timing and participation would be subject to negotiation between the City, the State, HUD officials and the sponsor.

Commercial space and industrial construction will be conventionally financed.

The land would be acquired by the sponsor in stages. Total assessed value of the redevelopment area is \$34,500,000. The total cost of land, utilities and relocation is estimated at \$78,000,000. The assessed value of the land in Phase I is \$9,200,000.

The Next Steps

The first step in implementation of the project will be for the City to designate East Point Associates as sponsors. The development team can then move ahead with detailed planning while the City prepares to acquire the site through an unassisted renewal procedure. Rezoning, the details of financing, site clearance and finally construction should follow approval of a detailed master plan. Close cooperation between City agencies and the sponsor will be required at all stages to insure smooth relocation and economic acquisition procedures, good community relations and maximum participation by State and Federal agencies.

The Study Area

In order to determine feasible boundaries for residential and industrial renewal, a larger study area was examined. The study area extends from the Queensboro Bridge on the north to Newtown Creek on the south; from the East River on the west to Jackson Avenue and 11th Street on the east. The study area totals 340 acres.

Basically this is an industrial and warehousing area with small pockets of old two and three family houses. Most of the recent construction in the area has been new warehouses, much of it on the fringes of the residential areas where residents are gradually being displaced.

The area north of 43rd Avenue (72 acres) is zoned M1 - 3. The remaining 268 acres are zoned M3 - 1 for heavy industry. However, only about one third of the firms in the area can be classified as heavy industries. The industrial zoning has had an adverse effect on the residential areas, making it impossible to finance home improvements or new construction.

The mix and distribution of activities is best illustrated by the tabulation of land uses presented in the following table. The development trend appears to be toward more warehousing with a gradual de-



Existing Land Uses in East Point

	Acres	%
Residential	31.5	9.2
Commercial	5.0	1.5
Office	3.0	0.9
Warehousing	33.4	9.8
Light Industry	38.9	11.4
Heavy Industry	74.9	22.0
Automotive	14.6	4.3
Public/Institutional	2.7	0.8
Public Open Space	2.9	0.8
Rail Yards	18.9	5.5
Vacant Land	47.4	13.8
Total Net Area	273.2	80.0
Streets	68.0	20.0
Total Gross Area	341.2	100.0%

Source: Compiled by HKS from City Planning Commission land use maps.



crease in residential uses and the heavier industries.

Access to the area is excellent. There are connections to mid-town via the Queensboro Bridge, Midtown Tunnel, the IRT Flushing Line, the IND 53rd Street line to Jamaica and Forest Hills and the 59th Street BMT to Astoria. The area is also served by the Hunters Point Station of the Long Island Rail Road, the BMT line to Brooklyn and Forest Hills and several bus routes.

Jackson Avenue and 11th Street are the major truck routes in and out of the area. It is interesting to note that there are no through north-south streets penetrating the area--each street terminates at either the northern or southern boundary. Traffic counts for the area reflect this pattern, revealing that most traffic in the area is either generated or terminated there.

The area south of 48th Avenue contains two rail yards. The one between 48th and 49th Avenue is served by float bridges on the riverfront and handles freight movement. Current plans call for the float bridges to be abandoned and approximately 8 acres of land and water area to become available for other uses. The more southerly yard at Borden Avenue is currently used as a storage yard for LIRR passenger cars. When the planned 63rd Street tunnel is completed by the Metropolitan Transit Authority, these cars will run all the way into Manhattan and the East Point yard will no longer be needed. Part of this yard has already been sold to the Daily News and the Fink Bakery Products. The remaining 8 acres of this yard will also become available for future development. Freight rail services to the southern portion of East Point will continue to be available through a consolidated yard at 48th Avenue served by the New York Connecting Rail Road.

Industry in the Study Area

There are approximately 250 firms in the study area with a total employment of about 17,000. Information about these firms has been collected from a number of sources including chamber of commerce publications, limited field surveys, our real estate and economic consultants, and City Planning Commission maps and questionnaire survey data. The information, on a company by company basis, was used to determine the availability of sites and opportunities for residential redevelopment or industrial renewal; the boundaries of the respective areas; the compatibility of particular industries with residential activities; and the problem of relocation.

Detailed questionnaire survey data was available for 52 of the 250 firms representing 6,019 jobs out of the estimated 17,000 in the study area. Company names, addresses, SIC classifications and employment were obtained for approximately 75% of the firms and employees in the study area. When a project boundary was defined, this information was expanded for firms within the project area until over 90% of employment was covered.

Our real estate and economic consultants have analyzed the available data and its significance in some detail. Their reports, which present a statistical analysis of the area evaluate the major industries and suggest objectives and renewal opportunities, are presented in separate appendices. This report describes our conclusions and proposes a strategy for dealing with the opportunities and obligations that the investigation revealed.

Basically, we have used City Planning Department criteria to evaluate the existing industry and to formulate a strategy for industrial renewal and relocation. The most significant of these criteria include:

1. Median wages over \$5,000 per year.
2. Seasonally stable employment with an unemployment insurance rating of 2.8%.
3. Job density over 50 employees per acre of land and less than 500 square feet of building space per employee.



4. Employment opportunity for minority groups equal to 33% of total employment.
5. A record of job growth rather than contraction.

The analysis conducted by Larry Smith and Company indicates that over 70% of the firms in the area may fail to meet at least one of these criteria. However, we have concluded that in a redevelopment project, the sponsor and the City would have a major obligation to each of the firms to be dislocated unless they grossly failed to meet the criteria. Based on this type of standard we estimate that only 20% of the firms representing 7% of the total employment will fail to qualify.

Correlations of employment characteristics and



geographic location, along with consideration of vacant land and deteriorated structures, suggested redevelopment opportunities and problems. Two types of area were suggested:

1. Areas where redevelopment opportunities seemed to outweigh the problems and a change of use from industrial to residential was feasible.
2. Areas where "hard" industries predominate or other redevelopment problems suggest retaining the area in industrial use but improving the function and intensity of industrial activity by redeveloping underutilized sites.

This analysis resulted in the delineation of two industrial renewal areas totaling 118 gross acres

and one area of residential redevelopment totaling 192 gross acres. The boundaries of the respective areas are indicated on the maps that accompany this report.

The residential project area contains 119 existing firms employing 6,800 persons. Completion of the project, as presently envisioned, would require eventual dislocation of all of these firms and jobs. 710 of the jobs are City employees and another 1,100 are employees of Pepsi Cola Company, the largest industry in the area. The disposition of the city jobs and the Pepsi Cola site would be subject to negotiation between the sponsors, the City and Pepsi Cola Company. A tentative program of relocation for the remaining 5,000 jobs has been prepared. It is summarized on the next page.

Four phases of redevelopment are programmed. The first phase includes the "soft" sites along the river north of 44th Drive and a needed corridor of development along 44th Drive to connect the new residential area to the major transit stations. Phase II strengthens this corridor of development and begins redevelopment of the community center around the canal. Phase III completes residential development near the Queensboro Bridge. Phase IV includes the Pepsi Cola site and development of a connection to the Hunters Point station of the IRT Flushing line. In total it is proposed to find relocation sites for 3,350 of the displaced jobs within the East Point industrial renewal area, and to relocate 700 heavy industrial jobs to suitable sites elsewhere in the City. There is no relocation strategy for only 455 jobs that grossly fail to meet City industrial standards. There is no information available for 500 jobs in the project area, but it is assumed that they would be divided proportionately between on site relocation, relocation elsewhere in the City and no relocation.

The first phase of industrial renewal would occur south of the rail road float bridges at 50th Avenue. As part of the renewal of this area, the Daily News is expected to construct a new central plant for themselves that will employ about 5,000 persons.

Just to the north of the Daily News site is a 17 acre, mostly vacant waterfront parcel owned by the Cincrete Corporation and used partially as a storage area for cement. Immediately across 2nd Street between 50th and 51st Avenues, there is an additional block of 2.5 acres that is occupied by only one small paint manufacturer. Redevelopment of these sites would make available 19.5 acres of land for high density industrial activities--enough to accommodate about 3,000 jobs.

The sponsors of East Point would propose to subsidize construction of multi-level industrial space available for rental to existing Hunters Point industries or suitable new industries. One concept of construction would be large multiple story structures serviced entirely by truck ramps to each level. The Cincrete site could accommodate up to 1,500,000 square feet of such space.

Later stages of renewal in this industrial area would include redevelopment of the float bridge rail yard and the passenger car storage yard to the south. The 16 acres in these two parcels could easily accommodate another 2,400 jobs. Major improvements in truck service streets could be made when the passenger car storage yard is abandoned.

The second phase of industrial renewal would include selective redevelopment of "soft" sites in the northern industrial area near the Queensboro Bridge. In the area, 9.75 acres of land appear to be suitable for redevelopment, which should result in space for 1,500 additional jobs.

In total, a successful industrial renewal program could create efficient, multi-level industrial facilities for 11,900 workers (including the Daily News). A net gain of approximately 5,000 industrial jobs and 2,300 retail-service jobs in the Hunters Point area could result from the East Point project.

Summary of Relocation — All Phases

	No. of Firms	No. of Jobs
Study Area	215	14,000
Residential Project Area (to be dislocated)	109	6,800
Relocation*		
Within East Point	54	3,352
Elsewhere in City	18	1,404**
No Plan	37	1,555***

* Does not include approximately 500 jobs on which no information is available.

** Includes 710 City jobs - move for 400 already planned.

*** Includes 1,100 employees of Pepsi Cola Co.

The Residential Community

In 1960 there were 6,198 persons residing in the study area. It is believed that the characteristics of the population have changed very little since that time but the total number has probably decreased slightly. The latest available data, from the census, indicates that the residents were overwhelmingly white (94.5%). Puerto Ricans and Negroes respectively comprised 4.5% and 0.7% of the population. 56% of the total were either first or second generation Americans--34% Italian and 5% Irish the largest groups. The characteristics of the resident population in 1960 are described in the accompanying table.

The residents are concentrated in three sub-areas surrounded by and frequently interspersed with small industries. Most of the 1,897 housing units in Hunters Point are between 50 and 100 years old. According to the 1960 census about 17% lacked some plumbing (15% of those rated "sound" and 25% of those rated deteriorating"). Several residents have reported that many houses still do not have baths although they are now required by law. Although the housing is old, it is remarkably well cared for--the hallways are clean; the exteriors are frequently refurbished, with asbestos facing, awnings, wrought iron railings and aluminum window frames. Many families have lived in the same house for 20 or 30 years; and it is not unusual to find several branches of the same family occupying different apartments in the same building. Many residents state that they would like to improve their homes but cannot get improvement loans because of the zoning.

Population Characteristics

		%
Total Population	6,198	100.0
Racial Composition		
White	5,857	94.5
Negro	43	.7
Puerto Rican	279	4.5
Other	19	.3
Country of Origin		
Foreign Born or Foreign Parentage	3,466	56.0
Italy	2,120	34.0
Ireland (Elre)	327	5.0
Other	1,019	17.0
Age Distribution		
19 and Under	1,952	31.5
20 - 39	1,643	26.5
40 - 59	1,674	27.0
60 and Over	929	15.0
Median Age	34.1	

Labor Force Characteristics

Total Employed	2,915	
Total Males Employed	2,027	
Male Unemployment Rate	4.5%	
Major Type of Male Employment		
Craftsmen, Foremen	354	18.0
Operatives	534	26.0
Means of Transportation to Work		
Automobile	337	12.0
Subway or Bus	1,407	48.0
Walk	830	28.0*
Other	351	12.0
Place of Work		
Queens	1,683	57.0
Manhattan	763	26.0

Household Data

		%
Total Population	6,198	100
Population in Households	5,949	96
Population in Group Quarters	249	4
Population Per Household	3.02	
Total Number of Units	2,016	100
Stability		%
Households in Same Unit 2 years or less	328	17
Households in Same Unit 3 to 6 years	431	21
Households in Same Unit 7 to 20 years	742	36
Households in Same Unit 21 years or more	515	26

Automobile Ownership by Household

Owning 1 or more Automobiles	878	43
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*Queens Average: 6%

The housing characteristics as described by the 1960 census are presented below:

Summary of Housing Data, 1960 Census :

Total Housing Units:	2,016	100%
Sound	1,447	70%
Deteriorating	515	26
Dilapidated	59	4
Total Lacking Some Plumbing:	349	17
Sound	219	15
Deteriorating	130	25
Owner Occupied	294	15
Overcrowded*	249.	12

* 1.01 or more persons per room

A visual survey of building lobbies and exteriors indicates that a larger percentage of units may have deteriorated to the point where they are not worth rehabilitating--perhaps up to 15%. However, the survey also indicates that about 40% of the buildings are in very good condition and the remaining structures would be suitable for rehabilitation. There is one block of handsome structures on 45th Avenue that has been declared an historic landmark.

There are virtually no community services in Hunters Point--no public schools, no libraries, no social or medical services, very little shopping. There is a post office and limited recreation facilities. The strongest institution is the Roman Catholic Church.

P.S. 1 which used to serve Hunters Point children was closed several years ago because it was considered unsafe. Elementary school children are bused to P.S. 76, located at 36th Avenue and 10th Street. This relatively new school has a capacity of 1,472. Of the 981 children enrolled in 1967, approximately 200 are from Hunters Point. In 1960 when P.S.1 was open, 378 out of 738 children in grades K-8 were enrolled in public school (51%) . Since the closing of P.S. 1, we estimate that public school enrollment has dropped to 27% in the elementary grades. Most of the Hunters Point children attend St. Mary's school in the neighborhood. Although the school is Roman Catholic, it has opened its enrollment to children of all faiths since there



is no longer a local public school. The junior high school that serves Hunters Point is J.H.S. 204, located at 36-41 28th Street. Most of the Hunters Point high school children attend Long Island City High School, also scheduled to close. This school is badly overcrowded, with a capacity of 1,747 and a 1967 enrollment of 2,177.

There are two public playgrounds in the study area-- John Andrews Playground at 49th Avenue near Vernon Boulevard and John G. Murray Playground at 45th Avenue and 11th Street. There is also a church owned playground next to St. Mary's School. John Andrews Playground consists of 1/2 acre of standard playground equipment that has recently been renovated. Next to the playground is a vacant lot owned by the Parks Department. The John F. Murray Playground totals 2.5 acres on an entire block.

The center portion of the block is developed with standard playground equipment. One end of the block is used by a local construction firm for parking, in return the firm is supposed to develop the other end of the block as a ballfield--this has not yet been completed. St. Mary's school playground is .45 acres, paved with asphalt but devoid of facilities and used, in part, as a parking lot. The nearest large recreation area is Queensbridge Park, just north of the Queensboro Bridge on the river. It is 22.4 acres developed as playfields and ballfields.

The nearest District Health Center is at 12-36 31st Avenue, outside the study area. Located at the same address are a Child Health Station and Children's Dental Clinic. There are no hospitals in or near Hunters Point in Queens. The nearest Queens hospitals are Astoria General and Boulevard Hospital with 228 and 239 beds, respectively. The closest hospitals are actually across the river in Manhattan.

Hunters Point has no libraries or other cultural facilities. The nearest branch library is the Queensbridge Branch at 10-43 41st Avenue. Shopping is extremely limited and apparently declining in number of establishments and range of goods.

Despite the many problems, the Queens Area Office of the Department of City Planning reports several active community groups that are concerned with the future of this area. They report that most residents seem to resent the continuing intrusion of industry in their neighborhood, wish to see the area rezoned for residential use, and clearly desire to remain here.

The sponsor of this project recognizes the desire of the residents to remain and the proposed plan attempts to accommodate them. The boundary of the redevelopment area has been drawn to exclude 75% of the residential properties. Those that are included are mostly scattered residences in industrial areas and deteriorated tenements along Vernon Boulevard and 11th Street. The sponsors propose to assist the residents who are displaced by offering them modest priced accommodations in the first buildings of the new development and arranging for rehabilitation loans to remaining property owners. They would also propose to participate in developing and implementing a conservation plan for the old residential areas. Staging of the redevelopment process has been designed to eliminate any major relocation problems for residents.

It is felt that conservation of existing residential areas is consistent with the objective of creating a major new residential community in Hunters Point. The existing residents will benefit in many ways:

1. Their neighborhoods would be rezoned for residential use.
2. The conservation plan would lead to removal of obnoxious industries.
3. The new residential development would include a full range of new public schools, libraries, recreation and cultural facilities, shopping and other services to serve the existing residents.
4. Rehabilitation loans would become available.
5. The atmosphere of a declining residential area would be reversed and be replaced with identification as one of the best places in the city to live.

The Development Concept

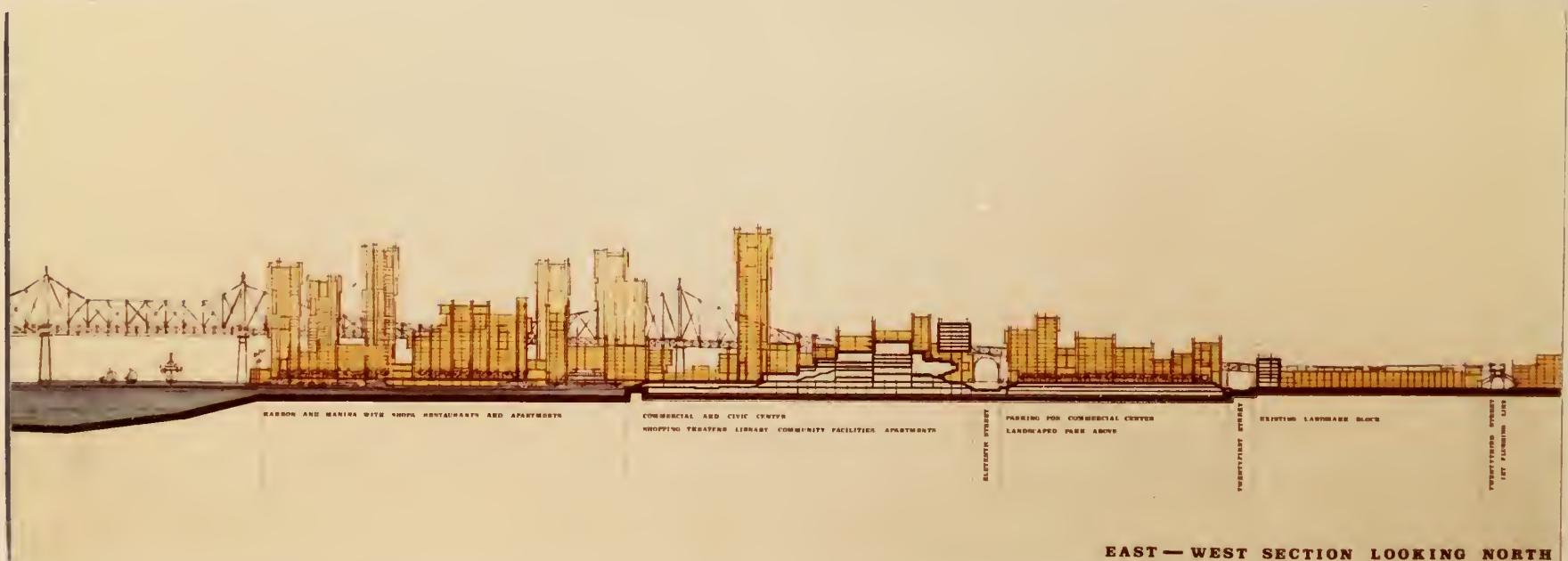
Recognizing the restraints imposed by the existing residential community; the many valuable industrial jobs and firms in the area; and the impact of transportation access; the study area has been divided into several categories;

1. Several areas of residential conservation.
2. Two areas of industrial renewal--one near the Queensboro Bridge, the other encompassing the southern tip of the area adjacent to Newtown Creek.
3. An area near Queensboro Plaza suitable for office and commercial development.
4. An area of 192 acres to be redeveloped for 18,000 new residential units plus supporting community facilities and services.

The proposal has been staged to allow a workable program of industrial renewal and relocation to proceed simultaneously with housing construction. New housing units would be completed before any significant displacement of residents occurred.

Phase I would be done in two areas--residential construction along the river north of 44th Drive, and industrial redevelopment on the Cincrete site and adjacent properties south of 49th Avenue. Phase I would also include a corridor of residential-commercial redevelopment along 44th Drive to connect the waterfront housing to the major subway stations. This corridor development is essential to create safe pedestrian areas and essential commercial services for the first residents, even though it may require early relocation of some residents and industries. In later stages, a second pedestrian corridor of commercial services and community facilities would be created along Vernon Boulevard to connect to the IRT Flushing line station on Vernon Boulevard.

Phase II will begin with the relocation of industrial activities to new industrial structures (built during Phase I) within East Point or to new sites outside of the area. New residential development in this phase will include strengthening the 44th Drive corridor with additional shops, community facilities and housing. Clearance of selected industrial sites would begin in the northern industrial area with subsequent construction of high density industrial structures.





- 1 SUBWAY STATION IND. F. LINE 23rd ST. ELY AVE
- 2 SUBWAY STATION 1ST FLUSHING LINE VERNON JACKSON AVE
- 3 SUBWAY STATION 1ST FLUSHING LINE COURT HOUSE SQ
- 4 SUBWAY STATION IND. GO LINE VAN ALST 21st ST
- 5 CIVIC & COMMERCIAL SQUARE
- 6 HARBOUR & MARINA SUBBOUNDED BY BNDPS. RESTAURANTS & APARTMENTS
- 7 CENTRAL SHOPPING, THEATRES, LIBRARY, COMMUNITY FACILITIES & APARTMENTS
- 8 LOCAL SHOPPING ALONG 44th OR VERNON BLVD ADJOINING MAJOR SUBWAY STATIONS
- 9 ELEMENTARY SCHOOLS
- 10 COMBINED JUNIOR SENIOR HS EDUCATIONAL COMPLEX
- 11 SPORTS & RECREATION
- 12 EXISTING PARK EXPANDED & REFURNISHED
- 13 CONTINUOUS PROMENADE & BICYCLE PATH
- 14 PROTECTED AREA FOR SMALL BOATS
- 15 EXISTING RESIDENTIAL AREAS PRESERVED
- 16 AREA FOR INDUSTRIAL DEVELOPMENT
- 17 NEW INDUSTRIAL DEVELOPMENT
- 18 PROPOSED DAILY NEWS BUILDING
- 19 FUTURE COMMERCIAL DEVELOPMENT

SITE PLAN



Phase III will include a continuing program of industrial renewal and relocation along with the development of new housing and schools in the northern area near the Queensboro Bridge. Phase IV would center primarily on the Pepsi Cola site, provided that a satisfactory relocation agreement could be reached with them, and extension of the shopping mall south along Vernon Boulevard to the IRT station at Jackson Avenue.

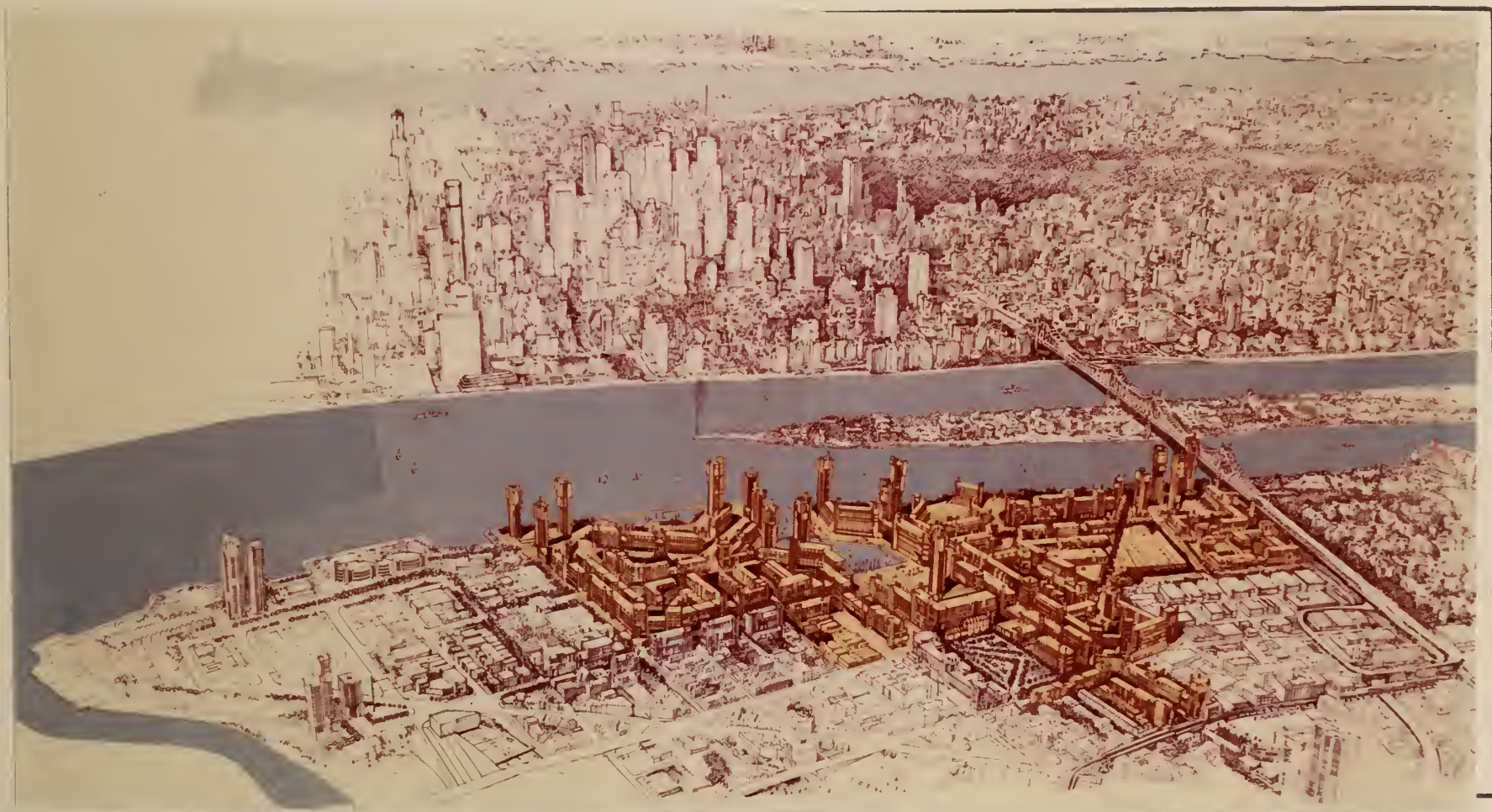
The total concept is to create a large viable residential area fronting on the East River and focusing

on the existing canal at 45th Road. The riverfront would be reserved to the public with continuous public access from Queensbridge Park on the north to 48th Avenue on the south. Eventually, with the industrial renewal program, public access may be possible all the way to Newtown Creek. At places, this would be only a public promenade; at other places, the promenade would open into waterfront parks. Two shopping malls, including community facilities and residential activities would connect the center of the community to the major transit stations. Where possible, pedestrian circulation along the malls would be separated from auto traffic. Vehicle circulation, services, and parking would generally be at a lower level separated from the shops, open spaces and community facilities used by pedestrians.

Major shopping facilities would be located around a plaza at the end of the canal. Restaurants, specialty shops, and community facilities would line a public promenade along the canal.

Three or four elementary schools would be built, each serving a sub-area of the project. A high school and the equivalent of two intermediate schools would be combined in an educational park, which would permit provision of additional facilities for the schools and the community.

The design attempts to integrate the small houses of the existing residential areas with the larger scale apartment structures that will be built. The intent is to integrate the existing residences into the larger community both in terms of functional and visual scale. Functional integration would be achieved by common pedestrian and vehicle circulation systems that connect each of the residential areas to common areas of shopping and community facilities. Visual integration would be achieved by gradual transitions of scale from small to large buildings and visual connections from one area to another.



PROJECT ARCHITECTS

Pomerance & Breines, founded in 1937, has been particularly active in housing and related projects in recent years. Since 1963, the firm has designed more than \$ 75,000,000 worth of various types of housing including five projects for the New York City Housing Authority. In addition they have done many institutional buildings and have been involved in the design of two major hospital complexes for the City of New York, Bronx Municipal Hospital Center and the new Bellevue Hospital. They have been recipients of two Bard Awards and two Housing and Urban Affairs Department Awards for work related to housing.

PLANNING CONSULTANTS

The firm of Hart, Krivatsy, Stube is engaged in large scale land development and urban planning projects throughout the country. Current assignments in New York include plans for the area around Lincoln Center and Chelsea in Manhattan, consultation to the Greater Jamaica Development Corporation and development plans for the Corona-East Elmhurst and College Point sections of Queens. Elsewhere, the firm's projects include the new "Disney World" community in Florida, a new town for the Florida Gas Company, plans for the Irvine Ranch in Orange County, California and projects for various public and private clients in California, Hawaii, Arizona, Maryland, Indiana, Guam, Canada and Greece. One current project in central Honolulu is similar to the East Point proposal in that it is concerned with the staged redevelopment of seventy acres of center-city land from obsolete industrial uses to high density apartments and resort hotels.

DEVELOPMENT CONSULTANT

Joel W. Schenker has been a leading real estate developer in and around New York City since World War II. In the immediate postwar years he was president of Roth-Schenker Corp. which erected five major apartment house projects at a total investment of \$47,000,000 in Queens and East Paterson, New Jersey. From 1955 to 1958, he was president of Urban Housing Associates which built four large Manhattan apartment houses, as well as the 17-story office building at 800 Second Avenue and the 31-story office building at 235 East 42nd Street. In 1959 he joined Webb & Knapp, Construction Co., and was president of that company during the years when it created three of Manhattan's largest new residential communities, Park West Village, Kips Bay and Lincoln Towers. Mr. Schenker is now serving as an independent real estate investment consultant.

ECONOMIC CONSULTANT

Professor Marvin Levine teaches at New York University School of Commerce and is currently in charge of the work in Urban Land Economics which examines the forces influencing urban growth, urban land utilization, and real estate market operations. He has been a consultant on various urban renewal and related projects. He has engaged extensively in economic research in the areas of railroads, steel, electrical equipment, chemicals, drugs, banking, aluminum, meat-packing and surety industries. Professor Levine has recently served as a consultant for a survey, financed by the U.S. Department of Labor on the industrial hiring requirements and the employment of disadvantaged workers.

REAL ESTATE CONSULTANT

Larry Smith and Company was organized in Seattle, Washington, in 1947 as a real estate consulting firm specializing in retail location studies and shopping center development. Since that time, the company's activities have extended into virtually every phase of urban land economics and development consultation. Clients served at the present time include members of the real estate industry, property owners and developers; retail organizations; utilities and industrial corporations; architectural firms and planning agencies; financial institutions; and federal, state and local governments. The scope of work ranges from land use studies for individual sites to long-range comprehensive redevelopment plans for metropolitan areas.

FINANCIAL CONSULTANTS

The firm of Gibbons, Green, Laupheimer & Rice are investment bankers acting as principal in its banking transactions. By reason of the varied experience of its principal officers this firm has capabilities in such specified areas as: management-oriented venture capital, real estate, mergers and acquisitions and classical investment banking. The four general partners were, until August 1969, Vice Presidents of McDonnell & Co., Incorporated.



